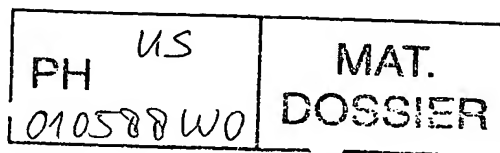


# EUROPEAN PATENT OFFICE

## Patent Abstracts of Japan

PUBLICATION NUMBER : 11153977  
PUBLICATION DATE : 08-06-99



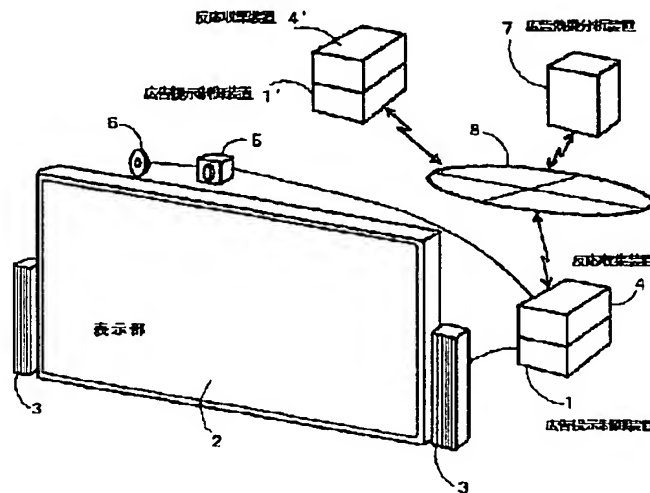
APPLICATION DATE : 20-11-97  
APPLICATION NUMBER : 09319379

APPLICANT : FUJITSU GENERAL LTD;

INVENTOR : IGARASHI KENSAKU;

INT.CL. : G09F 27/00 H04M 11/00 // H04N 7/173  
H04N 17/00

TITLE : ADVERTISEMENT EFFECT  
CONFIRMING SYSTEM



ABSTRACT : PROBLEM TO BE SOLVED: To provide an advertisement effect confirming system in which a device to collect the reaction of viewers of the advertisement is arranged at the installation locations of plural advertisement displaying devices, the collected data are transmitted to and recorded in an analysis device via communication lines and the data are reproduced and outputted in a prescribed form.

SOLUTION: This system is provided with an advertisement display control device 1 having a display section 2 of an advertisement program, an audio output section 3, the means which records and reproduces picture and audio data of the display program, the means which records the program and the data of the program list and the means which regularly sidplays in accordance with the program list. Moreover, system is provided with an image pickup section 5 which picks up the reaction of the viewers, a reaction collecting device 4, which has the means to convert the picked up reactions into picture data and records the data, the means to generate additional data and the means to transmit the picture and additional data to a center device via communication lines 8. Furthermore, the system is provided with an advertisement effect analysis device 7 which has the means to record the picture and additional data and a reproducing output means which conducts an operation analysis of the viewers.

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